Assignment 4

**Strengths and Weaknesses of Intervention Strategies**

Survey Monkey

The most economical strategy would be to list the faculty assessment on Survey Monkey. It is fast, affordable and uncomplicated to use. You just point and click to supply your choice. You can type in alternative responses in text boxes. As stated by Onibalusi Bamidele

“Survey Monkey falls notably short when it comes to survey creation and design. The look and feel of their interface just feels outdated to us, and makes survey creation more of a chore than the ActiveCampaign tool. If you want to rearrange your survey pages or question items, you are presented with a rather arcane system of plain HTML buttons. This type of interface was to be expected in 2000 or so, but now the proliferation of smooth AJAX user interfaces has shown us that web apps can be so much more.

Another area where we were disappointed by Survey Monkey was in advanced survey logic. Although their developers have implemented simple survey question logic, it is still not possible to create full question branches as you can do in more business-focused tools. This is a major problem because sophisticated internet research methods allowing for fine-grained segmenting of your respondents absolutely require this, unless you have somehow found a pool of survey takers who are willing to complete tremendously large surveys.”

Though the writer is young in age at sixteen; his comments describe the major limitations of Survey Monkey. Survey Monkey does not provide advanced statistical reports to track employees’ assessments.

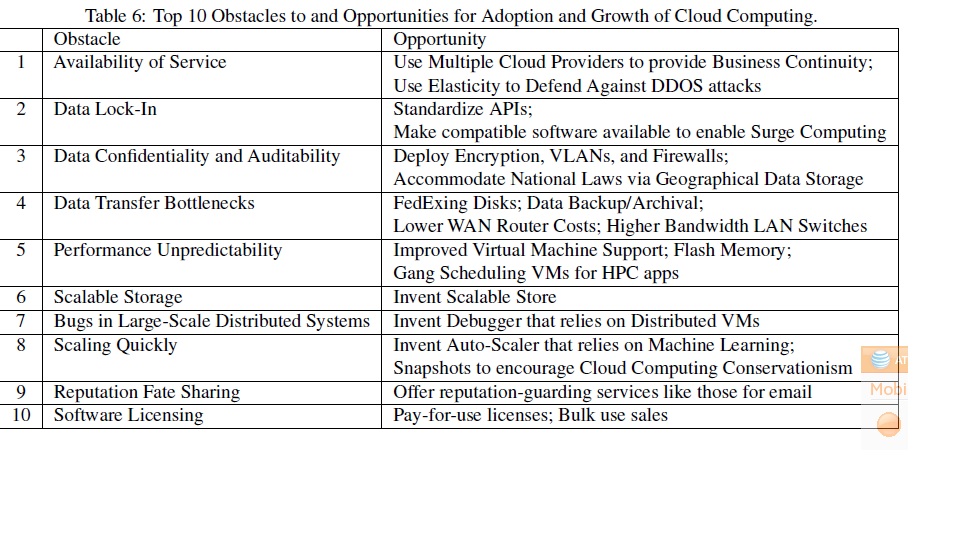
Cloud Computing

For those who are not familiar with Clouds:

The services themselves have long been referred to as Software as a Service (SaaS). The datacenter hardware and software is what we will call a Cloud. When a Cloud is made available in a pay-as-you-go manner to the general public, we call it a Public Cloud; the service being sold is Utility Computing. We use the term Private Cloud to refer to internal datacenters of a business or other organization, not made available to the general public. Thus, Cloud Computing is the sum of SaaS and Utility Computing, but does not include Private Clouds. People can be users or providers of SaaS, or users or providers of Utility Computing.

They need not be concerned about over-provisioning for a service whose popularity does not meet their predictions, thus wasting costly resources, or under-provisioning for one that becomes wildly popular, thus missing potential customers and revenue. Moreover, companies with large batch-oriented tasks can get results as quickly as their programs can scale, since using 1000 servers for one hour costs no more than using one server for 1000 hours. This elasticity of resources, without paying a premium for large scale, is unprecedented in the history of IT. (Armbrust, Fox, Griffith, Joseph, Katz, Konwinski, Lee, Patterson, Rabkin, Stoica & Zaharia, 2009)

In Cloud computing, you have a transfer of risk. The organization no longer has to determine data center usage or operational costs since this is a pay as you go service.



As stated from the table above from Armbrust & al. (2009), most of the unreliability of cloud computing comes from either bottle necks or hackers with Denial of Service attacks (DDOS) or security issues of confidentiality. A bottleneck can occur when large batch jobs are instituted from different sites or jobs and a slowdown of the system occurs. Botnets can be rented to provide cheap attacks on a data center supply for DDOS at pennies per hour.

Excel Worksheet using Web 2.0

As Solomon stated (2009), “When enterprises use web-based applications, their intention is to save costs. Companies are therefore more inclined to spend on those applications where the returns on investment (ROI) are obvious” but when the costs are intangible most Web 2.0 applications have not succeeded.

**Some ways Web 2.0 cuts costs**

•Co-production: Sometimes called 'Product Development 2.0', this is the art of enrolling other people to do the work for you. Web 2.0 platforms are great for getting customers to develop your product via customer-generated content, forums, feedback and discussions. This saves on the cost of paying others to do this work.

•Lightweight IT: Using open-source software and software-as-a-service for new applications can reduce costs.

•Mashups: Rather than build customized IT systems with hard-wired integration, Web 2.0 can enable mashups of existing Web services and data to do the job at lower cost and effort.

•Crowd sourcing: Surveying and collecting information and data via social networking can be a lot cheaper than commissioning a research.

•Meetings and collaboration: Using internal social-networking and collaboration platforms can improve communication and reduce travel costs as well as speed up the innovation cycle by enabling better sharing of information. This is particularly true of firms with globally distributed operations.

Web 2.0 can provide collaboration and a feeling of being connected to the university while still supporting collection of data to be used for statistical analysis. It can be used to booster team building among the faculty member and the lead faculty assessor.

**Limitations of Web 2.0**

•Not possible to do a lot with a Web application when the client is a browser. All desktop-like functionality can only be on the server, not on the client. (Subhash, 2008)

•Dependency on scripting languages like JavaScript and Visual Basic

•HTML forms have different input and output formats, Data needs to be re-format at every step in the process

•HTML forms can represent only flat data, or name/value pairs like XML coding (Subhash, 2008)

•Cost of Data center testing

•Cost of Web 2.0 Programmer

As of today, the benefits of Web 2.0 programming are costly and risky if the plan is to re-coup intangible costs. Its limitations can be costly for an organization.

**Justification for Cloud Computing**

As Armbrust & al. stated (2009) it seems that there are an “infinite computing resources available on demand, thereby eliminating the need for Cloud Computing users to plan far ahead for provisioning” of resources that a normal development of this size and proportion would deem. The university would be able to start small and access the services, on a pay as you go schedule, to accrete the project. A full development would not be required from the inception. The university would not have to dedicate data center hours for testing or development as these services would be include in a Cloud. Hardware resources would also be minimal since storage is on a short-time basis with pay as needed foundation.

Cloud computing is able to compute faster as stated by Armbrust & al. (2009) “ Computations using 1000 EC2 machines for 1 hour costs the same as using 1 machine for 1000 hours. A web business with varying demand over time and revenue proportional to user hours, we have captured the tradeoff in the equation below.

UserHourscloud \* (revenue - Costcloud) >= UserHoursdatacenter \* (revenue /Costdatacenter)

The left-hand side multiplies the net revenue per user-hour by the number of user-hours, giving the expected profit from using Cloud Computing. The right-hand side performs the same calculation for a fixed-capacity datacenter.” (Armbrust & al., 2009) A fixed data center can average 300 to 400 dollars an hour for testing or usage so the costs associated with cloud computing are minimal in comparisons to the hours of just the lead faculty in e-mail functions for assessment.

Cloud computing allows for easier adoption into the mainstream of the university and allows for growth as needed. Cloud computing does not require an outlay of capital for additional hardware or programming staff. Clouds offer the university “the elasticity… to transfer risk.” (Armbrust & al., 2009)

**Rejection for Survey Monkey and Web 2.0**

Survey Monkey is fast and cheap but the ability to use it as a statistical and analytical tool is not feasible. It is economical but it is not as robust as the Excel sheets that are currently used today. The ability to create new surveys is an obstacle.

One of the problems with Web 2.0 is that it is still considered experimental and non-traditional, therefore the prospects of having a fully reliable and competent Web 2.0 programmer in your data center is not probable. A web 2.0 programmer comes at a cost for training or to acquire as a consultant. The Join Application Development meetings as mentioned above would far outweigh the starting costs of cloud computing. Development costs and data center usage, as mentioned above, would not be feasible in this economy at this time.

**Cloud Computing – Best Organizational Goals**

Cloud computing would provide a multi-contextual opportunity growth for faculty and adjunct faculty. In Web 2.0, the faculty would not have a hands-on ability for an educational opportunity to learn since the programmer would be the creator. As the Cloud progresses, faculty and lead faculty could voice their concerns and improvements on the Cloud. The Cloud is innovative and would bring knowledge and skills to the academic programs by freeing up time for academic staff. This additional time could be implemented in the classroom development for the students, to enrich their academic experience at Walden. The Cloud meets Walden’s organizational goal of fostering “an inquiry/action model of education that fosters research, discovery, and critical thinking and that results in professional excellence” as stated in the Student Handbook in 2009. Faculty must be open to new ideas in order to foster openness in their students. The Cloud fosters this openness and discovery of an alternative method at very little risk financially to the university.

**Project Management Skills**

As stated by Donaldson, Smaldino and Pearson (Januszewki & Molenda, 2008), “project management is practiced to ensure that a discrete project, a set of tasks intended to achieve a specific outcome, is completed on time, on budget and the client’s specifications.” My role is to present this project to the Director and Program Direct of General Education as a feasible and discrete project to achieve a quicker method of faculty assessment. My role would include more detailed analysis of Cloud computing for a Request for Proposal (RFP) to several Cloud companies. This paper has been requested by the Program Director but as of yet, I do not have adequate information to fully deem it to be on budget, from an Information Technology standpoint. This requires several RFP’s. The project would also require a Gantt chart to outline the specific time periods for completion. The clients specifications have not been outlined either. You might say that this is in the “let’s consider this” mode.

**Resource Management Skills**

Resource management “looks holistically at the resource systems and services, the context for delivering the resources, and how the content is managed for effective learning” as quantified by Donaldson, Smaldino and Pearson. (Januszewki & Molenda, 2008). The faculty assessment has been witnessed from its inception and I have participated from an adjunct faculty standpoint. The ending results, on the Excel sheets via e-mail, have prompted revised delivery and instructional skills to my students; but the delivery system could be enhanced for a real time experience. The feedback from the lead faculty to the faculty, and vice-versa, can be tracked on the Cloud by analyzing response time.

**Delivery System Management Skills**

“Delivery systems usually encapsulate a medium to present information to a learner.”(Januszewki & Molenda, 2008).The medium would be in the form of this finished project.

**Information Management Skills**

Information management deals with how media is stored.(Januszewki & Molenda, 2008) With a Cloud, the process of information storage is translucent. You are not concerned with the storage problems or back up facilities of the media. This transfer of risk is the responsibility of the Cloud organization. The confidentiality and securitization of private information would be a concern though. This would be implemented by a highly educated Information Technology department to verify the Cloud’s ability to withstand security breaches.

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